

**EU Ecolabel**

**NETWORK TOOLKIT**

**JUNE 2018**

**Absorbent Hygiene Products**



## Network Toolkit

### Absorbent Hygiene products – June 2018

Dear all,

In this document, you will find Twitter, Facebook and LinkedIn posts and hashtags that you can publish directly on your respective social media pages. **Feel free to copy paste, translate or edit these posts** when publishing them. You may also communicate on events going on throughout the month of June and July.

You also have access to three articles which can be copy/pasted and shared across your website and social media pages. **We encourage you to share this content with your partners and multipliers like NGOs, journalists or sustainability and lifestyle bloggers or any other media outlets available in your country.**

Also, make sure to **follow and tag the EU Ecolabel social media pages** when publishing on social media, so that we retweet and share posts on our pages.

Finally, please send any feedback or suggestions concerning the network toolkits to the EU Ecolabel Helpdesk. Your comments are useful in helping us create network toolkits that are as relevant as possible.

Please find the EU Ecolabel contact information below:

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Facebook: <https://www.facebook.com/EMAS.EUEcolabel/?modal=composer>

LinkedIn: [EU Ecolabel](https://www.linkedin.com/company/eu-ecolabel)

Site: [http://ec.europa.eu/environment/ecolabel/index\\_en.htm](http://ec.europa.eu/environment/ecolabel/index_en.htm)



Best wishes,

The EU Ecolabel Helpdesk Team

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## I. Social media posts

### 1) Kruidvat: EU Ecolabel Ambassador

<b>Twitter</b>	.@Kruidvat has received positive feedback for its @EUEcolabel baby #diapers from the B2B market, medical professionals and parents who are happy to have #sustainable alternatives for conventional diapers.
<b>Facebook</b>	#Kruidvat has received positive feedback from the B2B market, where professionals use their EU Ecolabel diapers and see them as valuable differentiators. Medical professionals and parents are particularly happy with having sustainable alternatives for baby diapers, without compromising the health of their new-borns.
<b>LinkedIn</b>	<p>Kruidvat's four pillar CSR strategy (marketplace, environment, community, workplace) takes a holistic approach to social development and environmental impact. The awarding of Kruidvat's diapers with the EU Ecolabel in July 2017 reconfirmed Kruidvat's commitment to sustainability, helping the brand achieve 100% use of recycle and certified material for its diapers.</p> <p>Kruidvat has received positive feedback from the B2B market, where professionals use their EU Ecolabel diapers and see them as valuable differentiators. Medical professionals and parents are also happy with the sustainable alternatives for conventional diapers and have let Kruidvat know that sustainability is an important topic for them.</p>
<b>Suggested tags</b>	<p>#EUEcolabelDiapers</p> <p>#EUEcolabelAmbassador</p> <p>#SustainableBabyCare</p> <p>#CircularEconomy</p> <p>#SustainableChoices</p> <p>#SustainableParent</p> <p>#HealthyBaby</p>
<b>Relevant social media links</b>	<p><a href="#">Kruidvat Twitter</a> @KruidvatService</p> <p><a href="#">Kruidvat Facebook</a>: @kruidvat</p> <p><a href="#">Kruidvat LinkedIn</a></p> <p><a href="#">Essity Twitter</a>: @essity</p>

	<p><a href="#">Essity Facebook: @essity</a></p> <p><a href="#">Essity LinkedIn</a></p> <p><a href="#">Zero Waste France Twitter: @ZeroWasteFR</a></p> <p>Zero Waste France Facebook: <a href="#">@ZeroWasteFrance</a></p> <p><a href="#">Zero Waste LinkedIn</a></p> <p><a href="#">ADEME Twitter: @ademe</a></p> <p><a href="#">ADEME LinkedIn</a></p> <p><a href="#">AFNOR LinkedIn</a></p> <p><a href="#">AFNOR Twitter : @AFNOR</a></p> <p><a href="#">AFNOR Facebook</a></p> <p><a href="#">EU Ecolabel Twitter : @EMAS EUEcolabel</a></p> <p><a href="#">EU Ecolabel Facebook</a></p> <p><a href="#">BEUC Twitter: @beuc</a></p> <p><a href="#">BEUC LinkedIn</a></p> <p><a href="#">Karmenu Vella Twitter: @KarmenuVella</a></p> <p><a href="#">Karmenu Vella LinkedIn</a></p> <p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter : @Green_Europe</a></p> <p><a href="#">EEB Facebook: @EuropeanEnvironmentalBureau</a></p>
<p><b>Twitter influencers</b></p>	<p><a href="#">@SustainEurope</a></p> <p><a href="#">@Green_Europe</a></p> <p><a href="#">@EU_ENV</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@KruidvatService</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@KarmenuVella</a></p> <p><a href="#">@joelgehman</a></p> <p><a href="#">@essity</a></p>

Visuals (available on the PowerPoint)



## 2) Essity: EU Ecolabel Ambassador

<b>Twitter</b>	@Essity strives to inspire a transition towards sustainable and health-conscious practices within the baby care industry. Acquiring the @EUEcolabel for its baby #diapers was a big step forward in Essity's transition.
<b>Facebook</b>	Committed to implementing #sustainable solutions, for the production of its diapers through the reduction of thickness and dye use, @Essity decided to follow the EU Ecolabel criteria for its products, as a straightforward tool to ensure the environmental and health-related robustness of its actions.
<b>LinkedIn</b>	<p>Committed to implement sustainable solutions, for the production of its diapers through the reduction of thickness and dye use, Essity decided to follow the EU Ecolabel criteria for its products, as a straightforward tool to ensure the environmental and health-related robustness of its actions.</p> <p>Through their partnership, @Kruidvat and @Essity inspire a transition towards sustainable and health-conscious practices within the baby care industry, and increase the number of products that comply with strict requirements on hazardous chemicals, which are safer for babies. Essity is convinced that acquiring the EU Ecolabel for its baby diapers is an efficient way to promote its own transition.</p>
<b>Suggested tags</b>	<p>#EUEcolabelDiapers</p> <p>#EUEcolabelAmbassador</p> <p>#SustainableBabyCare</p> <p>#CircularEconomy</p> <p>#SustainableChoices</p>
<b>Relevant social media links</b>	<p><a href="#">Kruidvat Twitter</a> @KruidvatService</p> <p><a href="#">Kruidvat Facebook</a>: @kruidvat</p> <p><a href="#">Kruidvat LinkedIn</a></p> <p><a href="#">Essity Twitter</a>: @essity</p> <p><a href="#">Essity Facebook</a>: @essity</p> <p><a href="#">Essity LinkedIn</a></p> <p><a href="#">EU Ecolabel Twitter</a> : @EMAS EUEcolabel</p> <p><a href="#">EU Ecolabel Facebook</a></p> <p><a href="#">EU Ecolabel LinkedIn</a></p>

	<p><a href="#">Ecolabelling Sweden Twitter: @svanen</a></p> <p><a href="#">Ecolabelling Sweden LinkedIn</a></p> <p><a href="#">Ecolabelling Sweden Facebook: @MiljomarkningenSvanen</a></p> <p><a href="#">BEUC Twitter: @beuc</a></p> <p><a href="#">BEUC LinkedIn</a></p> <p><a href="#">Karmenu Vella Twitter: @KarmenuVella</a></p> <p><a href="#">Karmenu Vella LinkedIn</a></p> <p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter: @Green_Europe</a></p> <p><a href="#">@EuropeanEnvironmentalBureau</a></p>
<p><b>Twitter influences</b></p>	<p><a href="#">@SustainEurope</a></p> <p><a href="#">@EU_ENV</a></p> <p><a href="#">@Green_Europe</a></p> <p><a href="#">@EU_Commission</a></p> <p><a href="#">@Eco_TourismNews</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@joelgehman</a></p> <p><a href="#">@SvKonsumenter</a></p>



Visuals (available  
on the  
PowerPoint)

“The EU Ecolabel criteria  
is a straightforward tool  
which ensures the  
environmental and  
health-related robustness  
of our products.” - Essity



essity




### 3) Health hazards of baby diapers

<b>Twitter</b>	#DidYouKnow: Traces of toxic #substances are found in many disposable #diapers, including glyphosate, the active agent used in herbicides. The @EUEcolabel limits the health risks of baby diapers by restricting #dyes, fragrances, and a number of hazardous substances.
<b>Facebook</b>	#DidYouKnow: A baby uses 4300 diapers throughout the first three years of his life. Disposable diapers are mainly made of cellulose, fibres extracted from wood and plastic materials, which often come from unsustainable sources and energy-heavy production sites. The EU Ecolabel reduces the impact of resource consumption, by requiring sustainable sourcing and manufacturing.
<b>LinkedIn</b>	<p>A baby uses 4300 diapers throughout the first three years of his life. Since disposable diapers come into direct contact with the infant’s skin, they are subject to strict composition and safety requirements in order to avoid any risk of harming their immature immune systems. However, traces of toxic substances are found in many disposable diapers, including glyphosate, the active agent used in herbicides.</p> <p>The EU Ecolabel label provides the guarantee of a reduced impact on resource consumption, a sustainable sourcing of material and manufacturing, a restricted use of hazardous substances and a low impact on health and safety. Finally, it ensures high quality, effectiveness and child safety.</p>
<b>Suggested tags</b>	<p>#EUEcolabelDiapers</p> <p>#SustainableDiapers</p> <p>#SustainableBabyCare</p> <p>#CircularEconomy</p> <p>#SustainableChoices</p> <p>#HealthyBaby</p>
<b>Relevant social media links</b>	<p><a href="#">ADEME Twitter: @ademe</a></p> <p><a href="#">ADEME LinkedIn</a></p> <p><a href="#">AFNOR LinkedIn</a></p> <p><a href="#">AFNOR Twitter : @AFNOR</a></p> <p><a href="#">AFNOR Facebook</a></p> <p><a href="#">EU Ecolabel Twitter : @EMAS_EUEcolabel</a></p> <p><a href="#">EU Ecolabel Facebook</a></p> <p><a href="#">EU Ecolabel LinkedIn</a></p>

	<p><a href="#">BEUC Twitter: @beuc</a></p> <p><a href="#">BEUC LinkedIn</a></p> <p><a href="#">Karmenu Vella Twitter: @KarmenuVella</a></p> <p><a href="#">Karmenu Vella LinkedIn</a></p> <p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter : @Green_Europe</a></p> <p><a href="#">EEB Facebook: @EuropeanEnvironmentalBureau</a></p>
<p><b>Twitter influencers</b></p>	<p><a href="#">@Green_Europe</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@SustainEurope</a></p> <p><a href="#">@EU_ENV</a></p>
<p><b>Visuals (available on the PowerPoint)</b></p>	 <p>EU Ecolabel diapers have less toxic substances, dyes and bleaches. This reduces the risk of allergic reactions, skin irritations, toxic shock syndrome, liver damage and immune system suppression.</p> 

#### 4) Environmental impact of feminine products

<b>Twitter</b>	#DidYouKnow: The average woman uses 11,000 - 15,000 sanitary products in her lifetime, which take centuries to degrade in landfills and are resource and chemical intensive to produce. @EUEcolabel feminine hygiene products are safer for users and the environment.
<b>Facebook</b>	#DidYouKnow: The average woman uses roughly 11,000 tampons in her lifetime, which take centuries to degrade in landfills and are resource and chemical intensive to produce. EU Ecolabel feminine hygiene products are safer for users and the environment. They respect material efficiency thresholds during manufacturing and bleaches used are chlorine-free.
<b>LinkedIn</b>	<p>The average woman uses roughly 11,000 tampons in her lifetime, which take centuries to degrade in a landfill, especially when wrapped in a plastic wrapper or bag. The process of manufacturing is also resource and chemical intensive and companies often lack in transparency when it comes to the use of sustainable and high quality ingredients.</p> <p>@EUEcolabel feminine hygiene products must respect material efficiency thresholds during manufacturing and toxic substance restrictions. EU Ecolabel products are safer for both the users and the environment.</p>
<b>Suggested tags</b>	<p>#EUEcolabelTampons          #SustainableTampons          #SustainableFeminineHygiene          #CircularEconomy          #SustainableChoices          #SustainableFemaleCare</p>
<b>Relevant social media links</b>	<p><a href="#">EU Ecolabel Twitter : @EMAS_EUEcolabel</a>  <a href="#">EU Ecolabel Facebook : @EMAS.EUEcolabel</a>  <a href="#">EU Ecolabel LinkedIn</a>  <a href="#">BEUC Twitter: @beuc</a>  <a href="#">BEUC LinkedIn</a>  <a href="#">Karmenu Vella Twitter: @KarmenuVella</a>  <a href="#">Karmenu Vella LinkedIn</a></p>

	<p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter : @Green_Europe</a></p> <p><a href="#">@EuropeanEnvironmentalBureau</a></p>
<p><b>Twitter influencers</b></p>	<p><a href="#">@Green_Europe</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@SustainEurope</a></p> <p><a href="#">@EU_ENV</a></p> <p><a href="#">@WASHUnited</a></p> <p><a href="#">@DaysForGirls</a></p>
<p><b>Visual (visual available on the PowerPoint)</b></p>	 <p><i>Did you know?</i> A woman uses 11,000 – 15,000 sanitary products in her lifetime, which take centuries to degrade and are resource and chemical intensive to produce. EU Ecolabel feminine hygiene products are safer for users and the environment.</p>

## 5) Focus on Abena – Baby diapers

<b>Twitter</b>	'We have always believed in #sustainability and in protecting the environment. Having been awarded the @EUEcolabel for our baby diapers is yet another validation sign of our #eco-friendly work' – Arne Terp-Nielsen, CEO Abena Produktion
<b>Facebook</b>	Abena was the first producer of baby diapers awarded with the prestigious #EUEcolabel in 2014. The brand is committed to #sustainability and protecting the environment is an essential part of their strategy. Being awarded the EU Ecolabel for their diapers is yet another validation of their eco-friendly work.
<b>LinkedIn</b>	Abena was the first producer of baby diapers awarded with the prestigious #EUEcolabel in 2014. The brand is committed to #sustainability and protecting the environment is an essential part of their strategy. Being awarded the EU Ecolabel for their diapers is yet another validation of their eco-friendly work. Amongst other sustainable initiatives, Abena recycles 95% of all waste from their production of baby diapers and incontinence products.
<b>Suggested tags</b>	<p>#EUEcolabelDiapers</p> <p>#SustainableDiapers</p> <p>#CircularEconomy</p> <p>#SustainableChoices</p> <p>#SustainableBabyCare</p> <p>#HealthyBaby</p>
<b>Relevant social media links</b>	<p><a href="#">EU Ecolabel Twitter : @EMAS EUEcolabel</a></p> <p><a href="#">EU Ecolabel Facebook</a></p> <p><a href="#">EU Ecolabel LinkedIn</a></p> <p><a href="#">AbenaUK Twitter: @AbenaUK</a></p> <p><a href="#">AbenaUK Facebook: @AbenaUK</a></p> <p><a href="#">Abena LinkedIn</a></p> <p><a href="#">BEUC Twitter: @beuc</a></p> <p><a href="#">BEUC LinkedIn</a></p> <p><a href="#">Ecolabel DK Facebook: @svanemaerket</a></p> <p><a href="#">Ecolabel DK LinkedIn</a></p>

	<p><a href="#">Ministry of Environment and Food of Denmark EPA LinkedIn</a></p> <p><a href="#">Karmenu Vella Twitter: @KarmenuVella</a></p> <p><a href="#">Karmenu Vella LinkedIn</a></p> <p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter : @Green_Europe</a></p> <p><a href="#">EEB Facebook: @EuropeanEnvironmentalBureau</a></p>
<p>Twitter influencers</p>	<p><a href="#">@Green_Europe</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@AbenaUK</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@SustainEurope</a></p> <p><a href="#">@EU_ENV</a></p>
<p>Visuals (available on the PowerPoint)</p>	 <p>"Having been awarded the EU Ecolabel for our baby diapers is yet another sign of our eco-friendly work"</p> <p>- Arne Terp-Nielsen, CEO Abena</p>



## 6) Feminine hygiene: single-use plastic products

<p><b>Twitter</b></p>	<p>#DidYouKnow: female hygiene products are one of the top 10 single-use #plastic products most often found on European beaches. Choosing @EUEcolabel products helps minimizing effects on the environment.</p>
<p><b>Facebook</b></p>	<p>Did you know: Female hygiene products are one of the top 10 single-use plastic products most often found on Europe's beaches. In fact, single-use plastic objects and fishing gear accounts for 70 percent of trash in the ocean.</p> <p>The European Commission has recently proposed to ban several single-use plastic products and substitute them with eco-friendly alternatives. Choosing EU Ecolabel female hygiene products is an efficient way to contribute to fighting marine pollution since the label guarantees restricted use of hazardous substances and helps enhancing the proper disposal of the product.</p>
<p><b>LinkedIn</b></p>	<p>Did you know: Female hygiene products are one of the top 10 single-use plastic products most often found on Europe's beaches.</p> <p>Single-use plastic objects and fishing gear accounts for 70 percent of all marine litter items. In fact, plastic waste ends up in our air, our soil, our oceans, and even in our food. The European Commission has recently proposed new EU-wide rules to target plastic products most often found on our beaches and encourages Europeans to act together to tackle the problem surrounding plastic waste.</p> <p>Choosing EU Ecolabel female hygiene products is an efficient way to contribute to fighting marine pollution since it guarantees restricted use of hazardous substances and enhances the proper disposal of the product.</p>
<p><b>Suggested tags</b></p>	<p>#EUEcolabelMenstrualPads</p> <p>#SustainableHygiene</p> <p>#CleanOceans</p> <p>#CleanEurope</p> <p>#CircularEconomy</p> <p>#SustainableChoices</p> <p>#SustainableFemaleCare</p>



<p><b>Relevant social media links</b></p>	<p>EU Ecolabel Twitter : @EMAS_EUEcolabel</p> <p>EU Ecolabel Facebook</p> <p>EU Ecolabel LinkedIn</p> <p>BEUC Twitter: @beuc</p> <p>BEUC LinkedIn</p> <p>Ministry of Environment and Food of Denmark EPA LinkedIn</p> <p>Karmenu Vella Twitter: @KarmenuVella</p> <p>Karmenu Vella LinkedIn</p> <p>Blanca Morales Twitter: @bmoralesbailon</p> <p>Blanca Morales LinkedIn</p> <p>EEB Twitter : @Green_Europe</p> <p>EEB Facebook: @EuropeanEnvironmentalBureau</p>
<p><b>Twitter influencers</b></p>	<p>@Green_Europe</p> <p>@ZeroWasteFR</p> <p>@beuc</p> <p>@AbenaUK</p> <p>@bmoralesbailon</p> <p>@SustainEurope</p> <p>@EU_ENV</p>

Visuals (available on the PowerPoint)



## II. Sustainable Events on Absorbent Hygiene Products

Date	Events
25–28/06/2018	<p><a href="#"><u>6th International Conference on Emerging Contaminants</u></a></p> <p>EmCon 2018 will cover all aspects of emerging contaminant research whilst placing focus on microplastics, nanomaterials, pharmaceuticals and personal care products</p> <p>Location: Oslo, Norway</p>
1-3/09/2018	<p><a href="#"><u>Babycool Paris 2018 – The Professional Baby and Child Care Trade Show</u></a></p> <p>Bringing together all the main players in the childcare sector and discovering the latest trends in design and innovation has been the mission statement of the Babycool Paris for the past 15 years. Showcasing the latest trends in a constantly evolving marketplace, the trade fair gives insight into the childcare of the future.</p> <p>Location: Paris, France</p>

### III. Articles

#### 1) EU Ecolabel Ambassadors: Kruidvat – Essity partnership

##### Kruidvat and Essity Meet Consumer Demand for Sustainable EU Ecolabel Diapers

In 2017, Essity, a Swedish world leader in personal care, consumer tissue and professional hygiene products partnered with Kruidvat, a popular Dutch retailer to produce EU Ecolabel baby diapers. This partnership strengthens both companies' complementary missions which embrace sustainability as a core value. Over the years, Essity has achieved the status of a pioneer in innovative and sustainable product development, while Kruidvat's four pillar CSR strategy (marketplace, environment, community, workplace) takes a holistic approach to social development and environmental impact. Both companies are driven by sustainable production and innovation to meet consumer demand for sustainable baby care products, and are truly committed to playing a role in meeting the worldwide challenges determined by the 17 UN Sustainable Development Goals.

Essity has set clear environmental targets for its production process: a 20% reduction of CO2 emission from fossil fuels, purchased electricity and heating by 2020; certification of all raw wood fibre-based raw materials with FSC or PEFC and finally, collecting waste from production sites by 2030 for energy recovery. Since 2017, Essity has already recovered 1 million tonnes of waste from their production sites to be used as raw materials for other industries.

The awarding of Kruidvat's diapers with the EU Ecolabel in July 2017 reconfirmed Kruidvat's commitment to sustainability. The EU Ecolabel helped Kruidvat achieve 100% use of recycle and certified paper for its diapers, and encouraged the brand to move from 52% recycled paper in their Health & Beauty products to 86% in 2017, with an aim of 100% in 2018. Amongst these initiatives, both organisations take part in social development actions. For example, Essity has partnered with the UN to engage a global dialogue on the importance of hygiene, health and their link to well-being<sup>1</sup>, while Kruidvat has used their extensive communication power in The Benelux focusing on well-being and promulgating healthy choices.

Through their partnership, Kruidvat and Essity strive to inspire a transition towards sustainable and health-conscious practices within the baby care industry, to increase the number of products that comply with strict regulations on the number of chemicals used with prohibitions on harmful carcinogenic substances. On Kruidvat's EU Ecolabel diapers, for example, no fragrances or dyes are added on any part of the product that comes in direct contact with the infants' skin. The production sites

<sup>1</sup> <https://www.essity.com/company/essentials-initiative/initiative/>

respect specific thresholds for material. Efficiency and final products are measured for fitness of use and quality through testing of skin dryness, absorption and leakage protection, fit and comfort, and overall performance.

Both companies found that acquiring the EU Ecolabel for their baby diapers was an efficient and viable solution. In fact, after trying to independently implement sustainable solutions for the production of its diapers through the reduction of thickness and dye use, Jurjun Ypma, Commercial Director Retailer Brands for Essity BeNeLux, found that following the EU Ecolabel criteria was a straightforward tool to ensure the environmental- and health-related robustness of its actions. Kruidvat has received positive feedback from the business-to-business market, where professionals use their EU Ecolabel diapers and see them as a unique selling point. Medical professionals and parents are also happy with the sustainable alternatives for conventional diapers and have let Kruidvat know that sustainability is an important topic for them. A market study conducted by Essity found similar, favourable results for the EU Ecolabel and positive returns from consumers.

Kruidvat has impressive waste management practices, with an 87% on-site recycling rate. Progress has also been achieved in other areas, for e.g. in 2017, Kruidvat was using 80% sustainable palm oil, compared to 22% in 2016.



health-conscious and environmentally friendly products.

Furthermore, the EU Ecolabel has helped generate a positive trend for transparency throughout Essity's supply chain, through its requirements on enhancing data collection and sharing processes, as well as optimising traceability and transparency amongst its suppliers. Kruidvat and Essity believe that in addition to meeting consumer demand for sustainable diapers, it also serves the interests of the business-to-business market which seek to purchase more

## 2) EU Ecolabel diapers: a healthier alternative for infants

### EU Ecolabel diapers: a healthier alternative for infants

**During a newborn's first year, between 5 and 8 diapers are used in a single day, totalling out to 4,300 diapers which come in direct contact with its skin within the first three years of its life. The EU Ecolabel's criteria on disposable diapers stand by limiting the health hazards and environmental impact that conventional diapers can sometimes represent. As the European diaper market has been on the rise with a growth trend expected to be between 2.9% and 5.1% over the next five years, the rising awareness of baby hygiene and safety has seen a consumer preference for environment-friendly diaper products. The availability of EU Ecolabel diapers on the market responds to this demand.**

A recent study carried out by a French consumer association pointed out controversy in the composition of baby diapers. Disposable diapers are mainly made of cellulose, fibres extracted from wood and plastic materials, which often come from unsustainable sources and energy-heavy production sites.<sup>2</sup> In fact, as much as 85% of the environmental impact from a conventional disposable diaper is linked to its raw material production<sup>3</sup>. The French consumer study also notes that traces of toxic substances were found in many of the tested disposable diapers, including glyphosate, the active agent in the Roundup herbicide<sup>4</sup>. These findings have garnered interest amongst parents for more natural products that use less dangerous substances and that ensure infant health and safety. A number of toxic substances, dyes and bleaches found in diapers are also responsible for allergic reactions, skin irritations, toxic shock syndrome, liver damage and immune system suppression.

To guarantee products with high quality and good performance, the EU Ecolabel requirements relative to diapers set rigorous ecological criteria for baby diapers, defined within the category of absorbent hygiene products. The EU Ecolabel draws attention to the sourcing and treatment of the diapers' components. It states the necessity of ecological certification (FSC, PEFC, etc.) for pulp fibres and imposes conditions on the products used for bleaching fibres, forbidding the use of chlorine gas, for example. The use of certain chemicals, such as formaldehyde or some classes of phthalates, is strictly forbidden for the adhesive materials and no fragrances are allowed. The EU Ecolabel also limits the use of dyes and inks to areas that are not in direct contact with the skin and only if the dye serves a specific function such as indicating wetness or showing the landing zones for tape. Finally, super absorbent polymers must be kept to a minimum threshold.<sup>5</sup>

The label plays a triple role for products that have been awarded the label. Firstly, it reduces the impact of resource consumption thanks to sustainable sourcing and manufacturing methods for the production of baby diapers. Secondly, as mentioned, the restrictions on the use of hazardous

<sup>2</sup> <https://www.60millions-mag.com/2017/01/24/des-residus-toxiques-dans-les-couches-pour-bebes-10917>

<sup>3</sup> <http://www.bambo-nature.com.au/faqs/>

<sup>4</sup> <https://www.60millions-mag.com/2017/01/24/des-residus-toxiques-dans-les-couches-pour-bebes-10917>

<sup>5</sup> [http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:JOL\\_2014\\_320\\_R\\_0002](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:JOL_2014_320_R_0002)

substances have a beneficial impact on health and safety, limiting the eventual risks posed by toxic products. Finally, the EU Ecolabel guarantees high quality, durable products, as all diapers must pass performance and quality tests.<sup>6</sup>



A number of producers have awarded their diapers with the EU Ecolabel such as the Danish healthcare manufacturer Abena, which was the first to obtain the EU Ecolabel for three products in its environment-friendly baby diapers line: Bambo Nature. All Bambo Nature packaging is fully recyclable and limit the amount of Super Absorbent Polymers used. One of the SAPs is a 100% biodegradable, starch-based bio-super-absorbent, while the other is a high quality,

permeable super absorbent made of acrylic polymers, which is necessary to ensure that diapers are absorbent without being bulky, limiting the amount of waste destined for landfill and enhancing comfort for the infant. Unlike standard disposable diapers, Bambo Nature diapers do not contain perfumes, lotions, deodorants or antioxidants, and are 100% chlorine free and latex free, which limits the risk of allergic reactions.<sup>7</sup> The Czech company Drylock Technologies also sells EU Ecolabel products distributed in France, which omit the use of dyes and fragrances and have strict composition regulations. Consumer response has been very positive, as young mothers in particular are concerned about the well-being of their infants and appreciate the presence of sustainable alternatives for baby diapers.

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<sup>6</sup> <http://ec.europa.eu/ecat/category/en/45/absorbent-hygiene-products>

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